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AUTHOR Hostetler, Janet

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ABSTRACT

The Starting Points State and Community Partnerships for Young Children, a grants initiative among 11 states and cities, was initiated in 1996 by the Carnegie Corporation of New York to promote responsible parenthood, ensure high quality child care, provide children with good health and protection, and mobilize the public to support young children and families. This catalogue encompasses books, monographs, brochures, videotapes, curricula, and other materials produced by Starting Points sites that explain what they have accomplished, share lessons learned, and provide assistance to others with the same goals. The catalogue is organized alphabetically by site location: (1) Baltimore; (2) Boston; (3) Colorado; (4) Florida; (5) Hawaii; (6) North Carolina; (7) Pittsburgh; (8) Rhode Island; (9) San Francisco; (10) Vermont; and (11) West Virginia. Each section briefly describes the Starting Points program in place and describes each product, including cost and ordering information. (KB)

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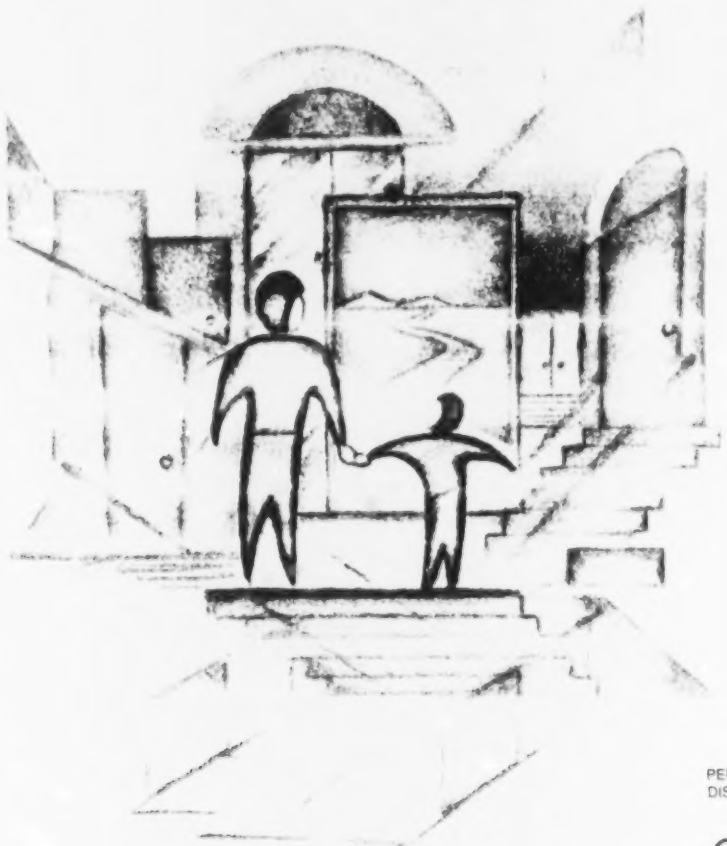
Voices of Experience: A Catalogue of Resources from the Starting Points Sites



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Starting Points

Meeting the Needs of Our Youngest Children

PS 029093

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Table of Contents

Preface 2
Baltimore 4
Boston 6
Colorado 10
Florida 12
Hawaii 15
North Carolina 21
Pittsburgh 23
Rhode Island 27
San Francisco 30
Vermont 32
West Virginia 34

Preface

In 1994, Carnegie Corporation of New York was an early voice in the growing chorus of advocates, funders, policymakers and others urging attention to the nation's youngest children. Their initial report, *Starting Points: Meeting the Needs of Our Youngest Children*, called for a variety of policy and practice reforms, at all levels, to ensure that children receive the nurturing care they need. To implement those reforms, in 1996, Carnegie initiated the Starting Points State and Community Partnerships for Young Children, a grants initiative among 11 states and cities: Baltimore, Boston, Colorado, Florida, Hawaii, North Carolina, Pittsburgh, Rhode Island, San Francisco, Vermont, and West Virginia.

The initiative was aimed at promoting four goals: promoting responsible parenthood, ensuring high quality child care, providing children with good health and protection, and mobilizing the public to support young children and families.

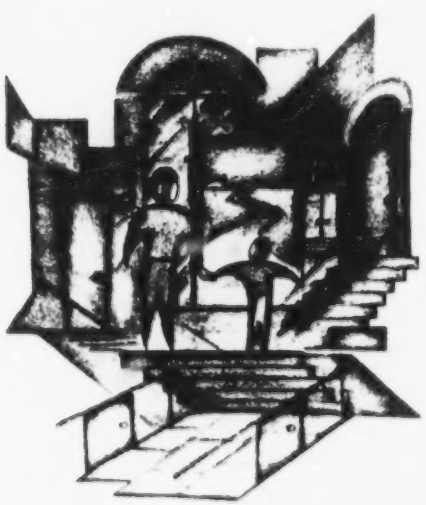
In pursuing this work, Starting Points site leaders have created an array of tangible products that explain what they have accomplished, share lessons learned, and provide a "head start" to others following similar paths. This catalogue encompasses books, monographs, brochures, videos, curricula and other materials that can help other states and localities benefit from their experiences. Many are available in hard copy and on the internet. While all are connected to Starting Points in some way, they reflect the support not only of Carnegie Corporation but of state and local governments, children's advocates, service providers, other private funders, and other local and national leaders. This impressive list of products reflects an even more impressive pool of wisdom that resides with the people who have faithfully and creatively pursued their goal of improving the lives of young children. It is their hope that these products will help all communities achieve that goal as well.

This catalogue was created by Janet Hostetler, with assistance from Richard May and Cheryl Glover as part of The Finance Project's role as the Program Management Office for Starting Points. The products themselves come from the hard work of Starting Points leaders, including the site leaders: Mary Bryant, Elizabeth Burke Bryant, Elisabeth Chun, Elise DeWinter, Christine Ferguson, Ellen Galinsky, Susan Geissler, Judith Jones, Jane Knitzer, Michael Levine, Cheryl Mitchell, Robert Nelkin, Karen Ponder, Nina Sazer O'Donnell, Barbara Squires, Susan Smith, Carol Stevenson and Barbara Gebhard.

The Finance Project (TFP) is an independent, nonprofit organization based in Washington, D.C. that was established in 1994 by a consortium of private foundations to promote more effective financing of family and children's services. TFP's mission is "to support decision making that produces and sustains good results for children, families and communities by developing and disseminating information, knowledge, tools, and technical assistance for improved policies, programs and financing strategies." As a result of self-initiated projects supported by core funding and work commissioned by public- and private-sector clients, TFP has emerged as a respected and authoritative resource on social policies, programs, and systems reforms. TFP's work is concentrated in six substantive areas or lines of business: the *Finance Strategies Group, Better Results Group, Community Systems Group, Governance Group, Welfare Information Network* and *Information Resources Group*. Across its major lines of business, TFP undertakes several activities including knowledge development, policy tool development, information brokering, technical assistance, and program management.

This catalogue is one of a variety of publications from Starting Points sites, The Finance Project, and other national partners. For more information on other Starting Points resources, visit our website at **www.financeproject.org**. We hope that this and other Starting Points publications help every state and community succeed in building a healthy, nurturing beginning for all the nation's children.

Cheryl D. Hayes
Executive Director
The Finance Project



Baltimore

In the last decade, Baltimore has invested significant resources in giving its children a decent start: its nationally recognized Healthy Start program is credited with improving health outcomes for the pregnant women and the children it reaches. Of the twenty-two original sites awarded federal Healthy Start grants, Baltimore has been judged by independent experts to be one of the strongest.

The Starting Points project has strengthened Healthy Start's home visiting, health care, family planning, and parenting education programs in two financially distressed neighborhoods in Baltimore, providing services to families with children from seven months to six years of age who would otherwise not be eligible for Healthy Start services. The program model has been enriched by the establishment of an Early Head Start program, the recruitment and training of new family child care providers, and a community mobilization effort to build support for the Starting Points agenda. A new management information system monitors and assesses the progress of the families participating in the program.

To further strengthen the early learning component of the program and educate the public about the importance of the early years, Baltimore's Starting Points project is taking the lead in a citywide early literacy initiative using the Reach Out and Read program developed by the Boston Medical Center. The program promotes literacy by distributing developmentally appropriate books to parents as part of every young child's visit to the pediatrician. It operates in eleven pediatric clinics in Baltimore, and it plans to reach all of the city's clinics during this next phase. Statewide expansion efforts are under way through a partnership with the Maryland chapter of the American Academy of Pediatrics.

Baltimore's Starting Points initiative also includes an early brain development component designed to make current brain development research useful and accessible to Healthy Start/Starting Points families.

A strategic planning group of representatives from the Mayor's Office, Maryland's Ready at Five Partnership, the Robert Wood Johnson-funded Safe and Sound Campaign, the Family League of Baltimore, the Abell Foundation, and the United Way of Central Maryland plans the longer-term expansion and sustainability of the Starting Points effort. The group works to forge stronger public and private sector collaborations to expand the Healthy Start/Starting Points model initially to four to six of Baltimore's neediest communities, with the goal of providing family support universally to all pregnant women and families with young children.

To assess the impact of the Healthy Start/Starting Points model on children's well being, the Johns Hopkins School of Hygiene and Public Health has been retained to conduct an evaluation. An economist at Johns Hopkins is also preparing a cost-benefit analysis to demonstrate the savings that may result from implementation of the model prevention programs.

Baltimore Healthy Start, Inc. manages the Starting Points initiative with matching funds provided by Healthy Start, some of the strategic planning partnering groups, and other private foundations.

Barbara Squires
President
Baltimore City Health Start, Inc.
210 Guilford Avenue, 2nd Floor
Baltimore, MD 21202-3698
Phone: (410) 396-9994
E-mail: bns302@aol.com

Product	Cost	Ordering Information
Baltimore City Healthy Start- Early Childhood NHA Home Visiting Guide, 1994. This users guide was designed for Neighborhood Health Advocates conducting home visits to families with newborns. Developmental milestones from 0-12 months are detailed for each home visit with photographs and illustrations.	$5.00	Contact: Dana Kaplin Baltimore Healthy Start 210 Guilford Avenue Baltimore, MD 21202 Phone: (410) 396-7318
Building Capacity to Evaluate Effectiveness: Taking the First Steps. This report assesses the capacity of a variety of early childhood programs to collect and analyze data for the purpose of monitoring results.	Free	See above
Core Components of and Activities in an Effective System of Family Support, Baltimore Safe and Sound Campaign. A report based on the experiences of family support and home-visiting programs through the country including Baltimore City Healthy Start.	Free	See above
Disseminating Brain Development Research: Reaching Parents and the Clergy, Ready at Five Partnership, Baltimore MD, June 1998. This booklet describes the process by which Healthy Start developed a community education and mobilization effort. The effort focused on imparting information about early brain development in young children to inner city parents by involving parents and engaging the faith community.	Free	See above
Healthy Start Early Head Start Parent Handbook. The Parent Handbook was designed as a reference guide for the parents of children enrolled in the Healthy Start Early Head Start program. This handbook provides programmatic information for parents and details what is expected of each parent.	Free	See above
The Healthy Start Father's Journal, Ademola Ekulona, February 1996. This Afrocentric curriculum designed for inner-city fathers focuses on defining the meaning of manhood. Other components include parenting, prenatal and pediatric health, contraception, and decision making.	Single copy is free. Additional copies are $12.00 each.	See above
Outcome Evaluation Results and Lessons Learned, Baltimore City Healthy Start, January 15, 1998. This synopsis of Baltimore City Healthy Start's outcome evaluation results is focused on pregnancy outcomes, including lessons learned.	Free	See above

Boston

Many Boston institutions, stimulated by the leadership of Mayor Thomas M. Menino, have made the enhancement of support and services for young children a high priority. Connecting the Dots for Boston Tots (Dots), Boston's Starting Points project, brings together many partners previously working separately to support and strengthen families with young children. Coordinated by The Family Nurturing Center and guided by key collaborating partners, including the Mayor's Office, Parents United for Child Care, Health Care for All, Dorchester CARES, The Boston Medical Center, The Boston Children's Museum and the 0-8 Coalition, Dots partners promote policy reform and program improvement strategies to increase access to quality and affordable child care, health care and family support programs. To implement policy reforms and program improvements at the community level, the project is developing and piloting a comprehensive system for family support ("Circle of Caring") in Dorchester, a racially diverse neighborhood where approximately one-third of the children live in poverty.

Dots partners have worked together to engage legislative leaders, parents, non-profit organizations and business providers, to develop this comprehensive and coordinated system of services that promotes healthy child and family development. Parent leaders and organizational partners coordinate parent leadership trainings and grassroots mobilization efforts, advocate for improved health care and child care policies, and welcome newborn babies to the community with Welcome Baby baskets full of resources and gifts. To inform key decision makers and involve a diverse group of people with different perspectives, Dots convened neighborhood working groups, organized public hearings, and disseminated policy analyses of child care and child health issues and helped plan Boston's first Children's Week.

The project's well-focused efforts to inform and engage parents and business and community leaders helped stimulate several important state policy reforms in the areas of child care, health care, and home visiting. In 1997, the Massachusetts legislature approved a 25 percent increase in state subsidies for affordable high-quality child care for welfare recipients entering the job market and for low-income working parents; it also expanded health coverage for uninsured children under eighteen and appropriated $5 million for home-visiting and follow-up services for all first-time parents under the age of twenty. Working with the United Way Success by Six campaign, Dots partners were also instrumental in passing the first "Invest in Children" license plate bill to support state-wide teacher training and parent education efforts.

Connecting the Dots for Boston Tots continues to act as a catalyst for citywide policy reform and program improvement. Guided by the Mayor's Office, Dots partners will develop a plan to more effectively coordinate city, state, and federal funding and programs that serve young children and their families. Project partners will monitor the implementation of new policies to ensure that children and families receive the services they need, such as health care coverage and child care subsidies. As part of the project's ongoing public education activities, parent leaders and organizational partners are involved in such efforts as "Building Boston's Brain Power" and Lead Action and Awareness presentations. In addition, Dots partners released a report on the status of Boston's children in April 1998; coordinated a month-long Focus on Children and Youth; surveyed over 400 parents about their child care needs; distributed a multi-lingual Guide to Accessing Health Care book; and compiled a Dorchester Family Support Resource Guide.

The project will continue to develop the "Circle of Caring" model system to integrate and enhance services and supports available to families with young children in Dorchester. A family resource center and play space for parents and infants will be opened; the cadre of parent leaders active in planning, advocacy, and public education efforts will be expanded; and neighborhood workshops on early childhood brain development, learning activities, and child health and

safety will be increased. As partners continue to learn ways to effectively build strong partnerships, project leaders will assist other Boston communities in adapting the model for replication across the City of Boston.

Elise DeWinter
Executive Director
Family Nurturing Center of Massachusetts
200 Bowdoin Street
Boston, MA 02122
Phone: (617) 474-1143 ext. 233
Fax: (617) 474-1261
E-mail: edewinter@familynurturing.org
Web-Site: www.familynurturing.org

Product	Cost	Ordering Information
Boston Early Education Quality Improvement Plan, 1995. Boston EQUIP's five quality improvement goals for Boston's early care and education community.	Free	Contact: Christine Johnson-Staub Associated Day Care Services 95 Berkeley Street Boston, MA 02116 Phone: (617) 695-0700 x229 cjstaub@associateddaycare.org
Boston EQUIP Third Inventory Report, 2000. The Boston EQUIP Third Inventory reports on the findings of the Boston Early Education Quality Improvement Project. Boston EQUIP, begun in 1994, conducts an inventory every two years to measure the Boston early care and education community's progress toward a series of five quality improvement goals in the areas of: accreditation, teacher salaries, teacher education and training, facilities, and parent engagement. The Third Inventory Report includes the findings of the inventories conducted in 1995, 1997, and 1999.	Free	See above
Boston Family Guide: Resources for Raising Our Children. This 32-page color guide offers an overview of activities and services for children, youth and their families, emphasizing those that are free or low-cost. Information is organized by topic, by neighborhood, and by city departments and community organizations.	Free	Contact: Juanda Johnson-Taylor City of Boston Mayor Menino's Office of Community Partnerships 43 Hawkins Street Boston, MA 02114 Phone: (617) 635-2130 juanda.johnson-taylor@ci.boston.ma.us

Product	Cost	Ordering Information
Building Parent Leadership Into Quality Programs. A multi-session parent leadership training for teams of parents from early childhood and school age programs.	$20.00	Contact: Tonya Harrison Parents United for Child Care 30 Winter Street Boston, MA 02108 Phone: (617) 426-8288 Harrison@pucc.com
Connecting the Dots for Boston Tots Advocacy Action Kit. This Advocacy Action Kit includes advocacy action steps and resource information related to neighborhood health care, child care and family support programs. Neighborhood advocates use this Kit to organize information about neighborhood resources and to train and mentor others who are advocating on behalf of families and children.	$22.00	Contact: Elise DeWinter Family Nurturing Center 200 Bowdoin Street Boston, MA 02122 Phone: (617) 474-1143 x233 edewinter@familynurturing.org
Facts in Action. Facts in Action is the newsletter of the Early Education Clearinghouse. It provides summaries of the most recent field and policy research in the areas of early care and education and child development, along with suggested action steps readers can take to translate research into higher quality programs and public policy that serves children and families.	Free	Contact: Christine Johnson-Staub Associated Day Care Services 95 Berkeley Street Boston, MA 02116 Phone: (617) 695-0700 x229 cjstaub@associateddaycare.org
Finding Health Coverage For Your Child. Massachusetts offers universal health care coverage for all children, regardless of income or immigration status. This 15-page user friendly booklet answers questions and helps parents choose the best plan for their child/ren.	Free	Contact: Lisa Allen Health Care For All 30 Winter Street, 10th Floor Boston, MA 02108 Phone: (617) 350-7279 x 119 allen@hcfama.org
How Do I Develop a Community Based Parent Resource Center? An overview and guidebook to developing a community based parent resource center. Forthcoming.	Free	Contact: Deborah Gray Family Nurturing Center 200 Bowdoin Street Boston, MA 02122 Phone: (617) 474-1143 x239 debgray@familynurturing.org

Product	Cost	Ordering Information
The Impact of Early Brain Development on Healthy Child Development: A Training for Parents, Child Care Providers, Health Advocates and Others. This training introduces participants to the science of brain development and its impact on early childhood evelopment. Participants also discuss the strategies and tools for enhancing early brain development in their particular arena – home, day care, hospital, etc.	Free	Contact: Deborah Gray Family Nurturing Center 200 Bowdoin Street Boston, MA 02122 Phone: (617) 474-1143 x239 debgray@familynurturing.org
Parents Growing, Learning, and Leading, 1998. A parent leadership development course to enhance fundamental leadership skills of parents. This course is an interactive series that promotes team work and skill development, and builds a core group of parents who can successfully advocate for quality child care.	$20.00	Contact: Tonya Harrison Parents United for Child Care 30 Winter Street Boston, MA 02108 Phone: (617) 426-8288 Harrison@pucc.com
"Welcome Baby" Program: Information and Dorchester Pilot Description. Welcome Baby is a program to welcome newborns to the community and celebrate their birth. Trained home visitors and volunteers visit newborns and their families to celebrate the arrival of the baby and to share information. Each family receives a large Welcome Baby basket that includes a handmade blanket (made by community volunteers), books, home safety items, parenting tips, baby clothes, diapers, lotions, gifts for mom, dad and any siblings in the home.	$8.00	Contact: Elise DeWinter Family Nurturing Center 200 Bowdoin Street Boston, MA 02122 Phone: (617) 474-1143 x233 edewinter@familynurturing.org

Colorado

BACKGROUND

Colorado Bright Beginnings was launched in 1995 with a mission to make Colorado the best place to raise a child. It focuses exclusively on promoting the healthy development of infants and toddlers from birth to three years of age. Colorado Bright Beginnings develops programs and provides core materials used by thirteen regional affiliates. It supports affiliates statewide with technical assistance, staff development, data collection and limited funding. Each affiliate is connected to a private non-profit agency, which serves as its fiscal agent.

In the first 4 ½ years of operation, over 1,250 trained volunteers conducted 20,271 *Warm Welcome* visits statewide. Each year the program has doubled. In 1999, 9,795 families received visits (which accounted for 16.4% of all births in the state). Service to low-income and Spanish-speaking families dramatically increased during 1999 by offering *Warm Welcome* visits in community and health care settings. Colorado Bright Beginnings has also made a significant contribution to corporate support for programs that address the needs of working parents through its Parent Friendly Workplace Initiative.

EXPANSION

The heart of Bright Beginnings is *Warm Welcome*, a universal program where trained volunteers visit parents of newborns in home or community settings. Parents receive information about early childhood development, community resources, child health insurance and immunizations. With the development of program components addressing language development from birth through age three, each visit now also includes a 15-minute focused discussion about the importance of encouragement, interactive play and conversation. The Learningames© booklet is provided for parents with activity ideas to be incorporated into everyday routines, promoting language development. There is no cost to parents for any materials delivered through the *Warm Welcome* program across Colorado.

The most meaningful difference in a child's language development and subsequent learning achievement is the amount of positive conversation and interactive play he is engaged in by age three. Warm Welcome also serves as a launching pad to engage parents in a language development initiative with their own child. Bright Beginnings will offer continued support through the newly developed *Moving On* program, which will consist of two additional visits, timed for their first and second birthdays. These two visits will give parents additional information, games and materials to increase the momentum of their language development activities during the second and third years of life. Bright Beginnings has launched a pilot of the first-year visit with 700 families. The pilot visits are being conducted in home, pediatric and childcare settings. The materials listed below were developed by Bright Beginnings for this visit. They focus on encouragement, conversation and learning words.

The *Moving On* second birthday visit is being developed and will be ready to launch in early 2001. Meanwhile, Bright Beginnings is conducting a public awareness campaign featuring television ads that promote two themes: "Talk With and Encourage Your Babies!" and "Language Power is Brain Power!"

The final phase of Bright Beginnings' expanded program will culminate in a community health fair-style event, celebrating *"I'm Three!"* This fun family event will offer developmental assessment components such as hearing, vision, immunization screening and evaluation of language abilities. Collaborators such as Child Find and local pediatricians will be part of the planning and implementation team for these events. All children demonstrating suspected delays or concerns would be referred for appropriate diagnostic/treatment services within their community.

EVALUATION

The use of demographic information collected for all encounters and program components allows us to track and analyze the characteristics of families served—for example, those living in a specific neighborhood, with low-income or without health insurance. The current database records the format, setting and type of service provided, as well as referral source and birth hospital. The summarized data is used at the statewide office for program development and technical assistance and fed back to regional affiliates for their use in program planning, marketing and fundraising.

The use of an outside evaluator has been a part of the Bright Beginnings program for about three years. This has allowed us to assess a variety of areas including consumer satisfaction, marketing, development of materials, and use of community resources for the broader program and specific components.

Learningames© books include response cards for parents to return with feedback on: frequency of engagement in Learningames© activities, their child's development, parent satisfaction, immunization status and requests for further contact. A sample of parents who received materials but did not respond will be phoned by an independent evaluator for feedback similar to that sought on response cards. Our goals include 60-80% of all parents served will report using Learningames© and, of those, 90% will be satisfied and request more program components or materials.

Sue Geissler
Executive Director
Bright Beginnings
2505 18th Street, Suite 100
Denver, CO 80211
Phone: (303) 433-6200
E-mail: director@brightbeginningsco.org
Web-Site: www.brightbeginnings.org

Product	Cost	Ordering Information
Bright Beginnings Presents My First Picture Book. A delightful color publication featuring pictures and symbols of words most commonly used by one-year-olds in the pre-verbal and one word stage. Introduces the relationship of naming things and relating pictures to real objects in daily life. Based on Hart and Risley vocabulary study of the 200 most frequently used words by 24 months of age. Companion piece to *Language Power I*, a guide for parents.	$6.00	Contact: Bright Beginnings 2505 18th Street, Suite 100 Denver, CO 80211 Phone: (303) 433-6200 Fax: (303) 433-6400 www.brightbeginningsco.org When ordered in quantities of 10 copies or less, these books can be shipped within 2 weeks. Larger orders will be filled on an availability basis that coincide with printing and re-order schedules.
Language Power Part I. A concise parent guide about language development between 12 and 24 months. Emphasizes encouragement, conversation, and learning simple words through interactive play. Companion piece with *My First Picture Book*, which is used with the child.	$6.00	See above

Florida

The Florida Starting Points project has undertaken a statewide public education, practitioner training, and policy development initiative. To build public support for the Starting Points goals, the project has:

- conducted surveys of public opinion on children's issues,
- developed a model training program based on recent findings from neuroscientific and child development research, and
- created an innovative public-private partnership, the Child Care Executive Partnership Program, that is increasing the availability of high-quality child care throughout the state.

With funding from the Annie E. Casey Foundation, a social indicators project based on an adaptation of the Casey Foundation's *Kids Count Data Book* was launched in 1996 with the publication of a special section on young children's needs. The ongoing annual effort will measure trends related to young children's health care, learning, and economic well-being and serves as a model for the other forty-nine states' participation in *Kids Count*. The Casey Foundation's 1998 national *Kids Count* report includes a new section on early childhood development program and policy trends.

The centerpiece of Florida's public education and training work is the translation of recent neuroscientific brain research on children's healthy development into a series of workshops and attractive, easily understood educational resource materials. A cadre of 225 trainers has been created, and more than 43,000 people have attended presentations by "brain trainers" in the past eighteen months. The initiative also garnered considerable attention from the media and from former Governor Chiles, who cited the brain research in his 1997 state-of-the-state address.

Currently, the Florida team is expanding the recruitment of practitioners who work with low-income families and is translating materials into Spanish in order to reach diverse audiences. Collaboration with other Carnegie Corporation grantees, including the National Governors' Association and the Families and Work Institute, promotes national dissemination of the program.

The project will also expand the Child Care Executive Partnership program. The program works with businesses to promote and finance high-quality child care programs for low-income families and those in transition from welfare to work. By blending state funding and business contributions, the program plans to raise $6 million to serve more than 6,000 children during the next two years. Professional development, scholarship incentives, and community outreach activities are being used to accredit 300 child care centers and family child care homes, to upgrade staff skills, and to reduce staff turnover. The partnership is also creating a multimedia marketing campaign to expand business participation in the program.

The Florida Starting Points project is coordinated by the University of South Florida's Lawton and Rhea Chiles Center for Healthy Mothers and Babies. The Florida Children's Forum provides fiscal management and training support to the project. Through a subcontract with the Children's Forum, the Center for Florida's Children conducts the social indicators work.

Mary Bryant
Assistant Director
Division of Education & Training
The Lawton and Rhea Chiles Center for Healthy Mothers and Babies
1310 Cross Creek Circle, Suite A
Tallahassee, FL 32301
Phone: (850) 487-0037
Fax: (850) 487-0045
E-mail: marbryan@hsc.usf.edu
Web-Site: www.chilescenter.org

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Product	Cost	Ordering Information
Bright from the Start, Success by Six. Brain research policy paper. What the new brain research tells us about prevention and school readiness.	N/A	Contact: United Way of Florida 307 E. 7th Avenue Tallahassee, FL 32303 Phone: (850) 681-9292 Download at: www.success by6-fl.org/brain.html
Charting the Progress of Child Care in Florida: County by County, Florida's Children Forum. The purpose of this county-by-county data report is to assist state and local policymakers, early education and care providers, and Florida citizens, especially parents, in their effort to improve the availability, quality and affordability of early education and care.	$8.00	Contact: Florida Children's Forum 2807 Remington Grain Circle Tallahassee, FL 32308 Phone: (850) 681-7002/ 1-888-FL-CHILD Download at: www.fcforum.org
Communications & Media Skills Seminars, The Center for Florida's Children, ongoing. The goal of these seminars is to inform, inspire and empower those agencies and organizations that work with children to develop a more strategic approach to communications, as well as to provide key tools and skills in message development and media outreach. The Seminar opens up new avenues for improved communications, message development, and audience targeting broadening the network of voices for children in the state of Florida.	N/A	Contact: The Center for Florida's Children P.O. Box 6646 Tallahassee, FL 32314 Phone: (850) 222-7140. www.floridakids.com/center/index.html
Fact Sheets: Child Care Executive Partnership Program Overview; Benefiting The Workplace; Tax Benefits; Flexible Work-Family Solutions; How to Participate in the Partnership Program, The Child Care Executive Partnership Program. The Child Care Executive Partnership Program is an innovative strategy designed to help employers meet the needs of a growing segment of their workforce. These one-page fact sheets provide information on public-private partnerships and make the business case.	N/A	Contact: Florida Children's Forum 2807 Remington Grain Circle Tallahassee, FL 32308 Phone: (850) 681-7002/ 1-888-FL-CHILD Download at: www.fcforum.org
A Guide to Getting Effective Media Coverage for Early Childhood Initiatives, Center for Educational Enhancement and Development, January 1997.	N/A	Contact: The Center for Florida's Children P.O. Box 6646 Tallahassee, FL 32314 Phone: (850) 222-7140

Product	Cost	Ordering Information
THE KIDS COUNT Data Book: 1999 Data. This book uses the best available data to measure the educational, social, economic, and physical well-being of children around the country. The 1999 National Kids Count Data Book ranks Florida 40th in the nation on a composite of key indicators of child health, family security, education and youth well-being.	N/A	Contact: The Center for Florida's Children P.O. Box 6646 Tallahassee, FL 32314 Phone: (850) 222-7140 A summary of Florida data is available at: www.floridakids.com/center/index.html Order full document from: The Annie E. Casey Foundation Attn: KIDS COUNT Data Book 701 St. Paul Street Baltimore, MD 21202, Phone: (410) 223-2890 www.aecf.org.
Maximizing Florida's Brain Power: A New Vision for Early Care-Education in Florida, The Governor's Child Care Executive Partnership Board, 1997. Notebook on brain research.	N/A	Contact: Florida Children's Forum 2807 Remington Grain Circle Tallahassee, FL 32308 Phone: (850) 681-7002, 1-888-FL-CHILD
One Hour a Week for Kids, The Florida's Children Forum. This two-page fact sheet provides information on the effort to bring together the elite of Florida's lobbying corps to donate one hour of lobbying per week on behalf of children. It also makes the business case for why child care is a worthy investment.	N/A	See above Download additional information at: www.fcforum.org/Programs/OHAW.pdf
Windows of Opportunity, Success by Six. Brain research policy paper. What the new brain research tells us about early intervention for children with disabilities.	N/A	Contact: United Way of Florida 307 E. 7th Avenue Tallahassee, FL 32303 Phone: (850) 681-9292 Download additional information at: www.successby6-fl.org/brain.html

Hawaii

Over the past four years, Good Beginnings has focused on strengthening its community presence; raising the level of public awareness about the importance of early learning and care; and developing goals in collaboration with state departments and community organizations that are designed to achieve specific outcomes for young children.

The Good Beginnings Alliance (GBA), first by Executive Order, and then by Act 77 of the 1997 State Legislature, was formally recognized as the focal point for the development of a coordinated system of early childhood education and care, responsive to community and family needs. Led by government, business, philanthropic, and community leaders, Good Beginnings is a statewide community organization committed to a sustainable, collaborative, and integrated early childhood system. In 1997, Good Beginnings assumed administrative responsibility for advancing the four pillars of Hawaii's Starting Points Initiative by focusing on increasing state and local capacity to plan, coordinate, and improve services for young children and their families.

At the county level, and within local communities, Hawaii Starting Points operates within the context of the Good Beginnings Initiative to provide resources and technical assistance that support community efforts to improve the quality, accessibility and integration of services available to families with young children. Two important programs have emerged as a result of community-determined actions. First, Play and Learn Groups have developed to offer an interactive environment for young children and their caregivers to play and learn together, as well as a focal point for parents to access information about family support, health and early education resources. Second, the Parent and Community Leaders Program emerged to train "leaders" to support and educate other parents and caregivers, share information, lead playgroups and advocate for children, thus becoming a voice in the community for young children.

Good Beginnings/Hawaii Starting Points partners in community with the American Academy of Pediatrics' Healthy Child Care Campaign and Malama Pono, a medical home and integrated services project. Staff from Malama Pono work side-by-side with Starting Points' staff in sixteen communities across the state to create an integrated early childhood system at the community level.

At the state level, Good Beginnings' activities focus on system reform and developing partnerships to encourage collaboration among public and private agencies working on early childhood issues. Good Beginnings facilitated the process of building consensus around the statewide community goal "All of Hawaii's children will be safe, healthy and ready to succeed in school." The Initiative also identified a common set of indicators on safety, health, and early education and care; established a data collection and reporting system; and developed a mechanism for affecting social policy through the use of indicator-based data.

The Hawaii Initiative is managed by Elisabeth Chun, Executive Director of the Good Beginnings Alliance. Key partners include the University of Hawaii's Center on the Family, the Hawaii Medical Association, and the Governor's Policy Advisor on Children and Families.

Elisabeth Chun
Director
Good Beginnings Alliance
828 Fort Street Mall, Suite 203
Honolulu, HI 96813
Phone: (808) 531-5502
E-mail: goodbeginnings@lava.net
Web-Site: www.goodbeginnings.org

Product	Cost	Ordering Information
Bridging Out: Lessons Learned in Family-Centered Interprofessional Collaboration—Year Four. Honolulu, HI: Health and Education Collaboration Project, Hawaii Medical Association, 1998.	Free	Contact: Kristen Darling/Malama Pono Project Coordinator Hawaii Medical Association 1360 S. Beretania Street, 2nd Floor Honolulu, HI 96814 Phone: (808) 536-7702 Fax: (808) 528-2376
Building a Stronger Family This brochure presents six characteristics of strong families and actions that support them.	Single copy is free. Multiple copies are 20 cents per copy.	Contact: Center on the Family 2515 Campus Road Miller Hall 103 Honolulu, HI 96813
Building Bridges: Lessons Learned in Family-Centered Interprofessional Collaboration—Year One. Honolulu, HI: Health and Education Collaboration Project, Hawaii Medical Association, 1995.	Free	Contact: Kristen Darling/Malama Pono Project Coordinator Hawaii Medical Association 1360 S. Beretania Street, 2nd Floor Honolulu, HI 96814 Phone: (808) 536-7702 Fax: (808) 528-2376
Building Bridges: Lessons Learned in Family-Centered Interprofessional Collaboration—Year Two. Honolulu, HI: Health and Education Collaboration Project, Hawaii Medical Association, 1996.	Free	See above
Building Bridges: Lessons Learned in Family-Centered Interprofessional Collaboration--Year Three. Honolulu, HI: Health and Education Collaboration Project, Hawaii Medical Association, 1997.	Free	See above
Career Paths in Early Care & Education in Hawaii. The Hawaii Early Childhood Career Development Coalition created this booklet to provide a resource for individuals interested in pursuing a career working with young children. The booklet includes general information about the field and specific roles, duties and recommended training for an array of early childhood positions.	Single copy is free. Multiple copies are 20 cents per copy.	Contact: Good Beginnings Alliance 828 Fort Street, Mall Suite 203 Honolulu, HI 96813 Phone: (808) 531-5502 Fax: (808) 531-5702 www.goodbeginnings.org

Product	Cost	Ordering Information
Curriculum for a Set of Parent and Teacher/Child Play Packets for Developing Healthy Connections, Ages 3-6. Good Beginnings is developing interactive play packets on nutrition, dental health, sun safety and hand-washing. The curriculum instructs parents and teachers in the use of the play packets.	Single copy is free. Multiple copies are 20 cents per copy.	Contact: Good Beginnings Alliance 828 Fort Street Mall, Suite 203 Honolulu, HI 96813 Phone: (808) 531-5502 Fax: (808) 531-5702
Dad Wanted: All Hours, Great Benefits. What are the qualities of a good dad? This brochure and poster provide a checklist for fathers and a list of family support agencies.	Single copy is free. Multiple copies are 20 cents per copy.	Contact: Center on the Family 2515 Campus Road Miller Hall 103 Honolulu, HI 96813
Developing Community Leadership to Support Children and Families: An Emergent Curriculum. This early childhood leadership training, based on participatory principles and adult learning theory, provides a hands-on learning experience designed to stimulate an intimate and personal appreciation of the health, protection and developmental needs of young children.	$4.00 Copies will be available in summer 2001	Contact: Good Beginnings Alliance 828 Fort Street, Mall Suite 203 Honolulu, HI 96813 Phone: (808) 531-5502 Fax: (808) 531-5702
Family Resource Kit. The Family Resource Kit is a comprehensive set of print and video resource materials for those who work with families with young children. The print materials consist of 100 articles covering child development, parenting, nutrition, resource management, and health issues that families face in their daily lives. Print materials are also available in Tagalog and Chinese. The six-part video series, Celebrating Families, is narrated by Dr. T. Barry Brazelton, renowned pediatrician, author, and educator, and used a magazine style format to feature real families from diverse ethnic and socio-economic backgrounds dealing with issues that affect families and communities today.	Comprehensive Family Resource Kit - $350 (plus shipping). Sold separately, the print materials and videos are available for $200 each.	Contact: Center on the Family 2515 Campus Road Miller Hall 103 Honolulu, HI 96813
The First Five Years Last Forever. In response to the I AM YOUR CHILD campaign, Good Beginnings Alliance developed a Hawaii version of this pamphlet to highlight the importance of a child's first five years. It includes 10 tips for parents and caregivers and a pull-out on "Steps for Good Beginnings," which describes age appropriate interactions with infants (0-12 months), toddlers (13-24 months) and preschoolers (2-5 years).	Single copy is free. Multiple copies are 20 cents per copy.	Contact: Good Beginnings Alliance 828 Fort Street Mall, Suite 203 Honolulu, HI 96813 Phone: (808) 531-5502 Fax: (808) 531-5702 www.goodbeginnings.org

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Product	Cost	Ordering Information
Good Beginnings Alliance: Public Service Inserts/Fliers – "Immunize! Immunize! Immunize!" "Read To Your Child...It's Never Too Early" "Talk To Your Child!" "Watch Your Keiki Grow." In a collaborative project, Good Beginnings Alliance creates the fliers and the Department of Human Services inserts them in subsidy checks.		Download on the website: www.goodbeginnings.org
Hawaii Family Touchstones. This report tracks 36 indicators over time to capture previously unavailable information relating to the well-being of Hawaii's families and the quality of their family interactions and relationships. A survey of Hawaii's families was conducted to get a picture of what our families value and how they act on their beliefs. The report provides encouraging news regarding the strengths of Hawaii's families. It also points to areas where our families need to be supported.	$10.00 plus shipping	Contact: Center on the Family 2515 Campus Road Miller Hall 103 Honolulu, HI 96813
Hawaii Kids Count. How are the kids doing? Are they healthier than they used to be? Safer? Engaging in more risky behavior? Being provided with more opportunities? The Hawaii Kids Count Data Book tracks key indicators of well being for children and youth, birth to age 18, in each of these areas. Data are available by county, by ethnicity, and with national comparisons for most indicators. It is useful to policy-makers, grant writers, program developers, advocates and others wanting to understand what kids are facing and what they need.	$10.00 plus shipping	See above
House Concurrent Resolution: Establishing a State Policy for Improving the Well-being of Children, Youth and Families, H.C.R.No. 38, House of Representatives, Nineteenth Legislature, State of Hawaii, 1998. This legislation, which was ratified in 1998, establishes the statewide goal: "All of Hawaii's Children will be safe, healthy and ready to succeed."		Download at: www.goodbeginnings.org
The Important Early Years. Good Beginnings Alliance membership brochure describes Good Beginnings activities as well as specific recommendations for what parents, state legislators, state and county government leaders, the philanthropic community, business and health and human service providers can do to ensure good beginnings for Hawaii's children.	Single copy is free. Multiple copies are 20 cents per copy.	Contact: Good Beginnings Alliance 828 Fort Street Mall Suite 203 Honolulu, HI 96813 Phone: (808) 531-5502 Fax: (808) 531-5702 www.goodbeginnings.org

Product	Cost	Ordering Information
Keiki 'O Hawaii: A Newsletter for New Parents. This series of 15 newsletters provides first-time parents with practical information on child care and parenting, including emotional and physical development. They encourage play and other activities between parent and child and provide ideas on guidance, communication, safety and nutrition for children birth to 36 months. The content and photographs were selected based on the appropriateness for Hawaii's multicultural environment.	$15.00	Contact: The Parent Line 1575 South Beretania Street, Suite 201 Honolulu, Hawaii 96826 Phone: (808) 942-5583
A Monograph of Hawaii's Starting Points. The monograph tells the story of Hawaii's Starting Points communities from 1996-2000. The story is told through the voices of community members, case studies and quantitative documentation.	Copies will be available in summer 2000 for $4.00	Contact: Good Beginnings Alliance 828 Fort Street Mall, Suite 203 Honolulu, HI 96813 Phone: (808) 531-5502 Fax: (808) 531-5702
Overcoming Job Loss: A Family Guide. This publication assists families and couples facing job loss by providing information on: common monetary concerns and ways to deal with family financescommon family reactions to job loss and ways families can work together to cope resources and agencies that offer families assistance. It includes worksheets to assist families with budgeting and financial monitoring, a mental health checklist, tips for better family communication, job hunting information, and advice from families who struggled with the hardships of unemployment.	$4.00 includes shipping	Contact: Center on the Family 2515 Campus Road Miller Hall 103 Honolulu, HI 96813
Talk Story: A Beginning Dialog, University and Community-Based Partnerships in Early Childhood Conference Summary. Health and Education Collaboration Project, April 1999. This summary highlights the one day conference held on February 10, 1999 in Honolulu, HI. The conference introduced the need for new ways to deliver services to young children and their families and the need for interprofessional training opportunities to change single-focused professional practice. Universities and communities were encouraged to work together to develop a broader, comprehensive approach to improving early childhood services, as well as programs and policies for young children and their families.	Free	Contact: Kristen Darling/Malama Pono Project Coordinator Hawaii Medical Association 1360 S. Beretania Street, 2nd Floor Honolulu, HI 96814 Phone: (808) 536-7702 Fax: (808) 528-2376

Product	Cost	Ordering Information
Training on Family-Centered Interprofessional Collaboration: A Manual for Pediatric Residents. L. Iwaishi, et al. Honolulu, HI: Health and Education Collaboration Project, Hawaii Medical Association, 1998.	$25.00	Contact: Kristen Darling/Malama Pono Project Coordinator Hawaii Medical Association 1360 S. Beretania Street, 2nd Floor Honolulu, HI 96814 Phone: (808) 536-7702 Fax: (808) 528-2376
Training Package for Partnering with Communities and Leaders to Identify and Measure Outcomes. Good Beginnings is developing a curriculum to train communities and leaders to identify and measure outcomes and to monitor and evaluate community programs and progress.	$4.00 Available in Fall 2000	Contact: Good Beginnings Alliance 828 Fort Street Mall, Suite 203 Honolulu, HI 96813 Phone: (808) 531-5502 Fax: (808) 531-5702

North Carolina

In 1993, the North Carolina General Assembly passed legislation proposed by Governor James B. Hunt, Jr. that created the Smart Start program. The goal of Smart Start is to ensure that every child enters school healthy and ready to succeed. Smart Start provides high-quality child care, family support, and health care. The comprehensive federal child care legislation recently proposed by President Clinton is modeled in large part on the North Carolina program.

The North Carolina Partnership for Children Inc. (NCPC), funded in part by Starting Points' dollars, is a public-private entity that was created to support and guide Smart Start and to build local capacity to sustain investments in young children. The statewide partnership serves as an information clearinghouse; it also provides technical assistance to the local Smart Start partnerships that oversee program development and resource allocations for services to young children in all of the state's one hundred counties. The local partnerships consist of parents and community, church, and business leaders.

The NCPC has launched a public awareness campaign and developed a training and technical assistance program to strengthen the local Smart Start partnerships. To assist local partnerships with program planning, fund-raising, community mobilization, and evaluation, the NCPC made small grants and developed a leadership-training program. Public awareness activities, which included the distribution of a monthly newsletter, parenting materials, and information about brain development, have been linked to the national *I Am Your Child* campaign.

Currently the NCPC is strengthening its technical assistance and dissemination activities by documenting best practices for each of the core elements of the Smart Start program: health care, family support, child care, and community planning. A best practices committee composed of local council representatives, evaluation experts, and nationally recognized leaders in early childhood development will create guides to assist local partnerships in future program development. The guides will provide practical advice on such issues as how to use different models of training to improve child care quality when community resources are scarce, and how to encourage effective collaborations among health care professionals, family support service providers, and child care staff. The NCPC is also developing a database to compile program performance measures across the local partnerships.

An expanded web site and electronic communications system is helping to disseminate NCPC information, including the best practice guides and the performance monitoring efforts.

Karen Ponder
Executive Director
North Carolina Partnership for Children
1100 Wake Forest Road, Suite 300
Raleigh, NC 27604
Phone: (919) 821-7999 Ext. 228
E-mail: kponder@smartstart-nc.org
Web-Site: www.smartstart-nc.org

Numerous Smart Start products are available online at www.smartstart-nc.org. Here are a few samples of the products available:

Product	Cost	Ordering Information
1999 Smart Start Legislation. Smart Start's 1999 legislation, along with ones from previous years, is available on-line.	N/A	www.smartstart-nc.org/Legislation/legislation.htm
Getting Started: How Smart Start Began. First in a series of monographs on the history of Smart Start.	N/A	www.smartstart-nc.org
Outreach and Public Information Resource Guide Handbook of grassroots strategies, and advice on how to improve strategic communication.	N/A	www.smartstart-nc.org
Parent Resource Fact Sheets: ***10 tips for reading to your child (from Totline Magazine)*** ***What can I do to assist my child's intellectual development?*** ***What is school readiness?*** ***How can I choose quality child care?*** ***How can I raise an emotionally healthy child?*** ***What is the latest research on early childhood brain development?*** ***What are some general parenting tips?*** These short fact sheets provide a useful resource to parents.	N/A	Contact: The North Carolina Partnership for Children, Inc. 1100 Wake Forest Road Suite 300 Raleigh, NC 27604 Phone: (919) 821-7999 Fax: (919) 821-8050 Available on-line at: www.smartstart-nc.org/Parents_Place/parentsp.htm
Parent Resource Guide. This on-line guide provides information on developmental indicators for birth through 5 years, as well as quality child care, your child's development, how to help a crying baby, checklist for quality child care, childhood immunization schedule and local smart start partnerships.	N/A	www.smartstart-nc.org/parent-guide.htm
Smart Start Toolkit. A comprehensive toolkit that includes best practices and advice for other early childhood programs.	Access fee	Will be available on the Smart Start website.

Pittsburgh

The mission of Pittsburgh Starting Points, which is housed and administered through the University of Pittsburgh's Office of Child Development, is to promote a vision for the future of young children and their families, emphasizing strengthened families and neighborhoods. This is accomplished through informing decision makers of promising or proven early childhood efforts, helping to develop long-term strategies to sustain them, and encouraging collaborative bridges among major stakeholders to create more focused and effective implementation of services for young children and their families.

Over the past few years, the project has helped initiate or staff a number of long-term initiatives to advance Starting Points' articulated goals:

- An Early Literacy Public Awareness and Engagement Campaign was initiated to educate parents on the important benefits of beginning literacy efforts at birth and to mobilize them to actively participate in children's early learning skills. Starting Points-Pittsburgh is working in partnership with Family Communications, Inc., and producer of the nationally acclaimed Mister Rogers' Neighborhood.
- A Youth Crime Prevention Council was created and staffed, bringing together representatives from law enforcement, government, juvenile justice, religion, education and health and human services to bring to fruition a vision of a comprehensive, community-based effort to utilize prevention, intervention and mobilization to counter the significant increase in juvenile crime in the region.
- The Consumer Health Coalition convened a Children's Health Insurance Task Force to ensure that the state's estimated 300,000 uninsured children become enrolled in and utilize the Children's Health Insurance Program (CHIP).

Starting Points-Pittsburgh also works with the Family Support Policy Board and Community Voices, groups that build parental capacity to be leaders and advocates within their own communities. This advocacy and policy work, carried out in collaboration with partners throughout the state, targets legislators and government entities to make systemic changes and utilizes child-serving institutions to identify eligible children. The various components of the Starting Points-Pittsburgh project have played an essential role in building consensus for the importance of issues involving some of our most vulnerable and valuable citizens.

Currently the project is continuing to implement its strategic plan in conjunction with civic, business, community, and government leaders. It is concentrating on defining measurable goals to improve the well-being of children and families and on mobilizing a multi-sector consensus to meet these goals. For example, the early literacy campaign has made substantial progress working with communities in designated neighborhoods, public schools, and other literacy groups in implementing an informational blitz on the importance of reading to young children. A highly influential local university president has taken on the challenge of chairing the campaign, bringing considerable visibility and credibility to the endeavor.

The project also continues its analysis of the long-term benefits of early childhood programs. In March 1998, Starting Points convened a group of economists and public policy experts to determine whether "return on investments" forecasting models are a useful tool to guide public investments. The project is also working with an advisory group of business leaders to prepare policy recommendations to county and state government officials for reallocating funds toward prevention programs in the form of a Children's Agenda. The agenda will include projections of the taxpayer costs that might be averted if Pittsburgh's effective prevention programs are implemented over time. In addition, the project has (1) produced infor-

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mational publications called Better Beginnings—publications that are targeted at legislators in a format that is easily readable, colorful, and specific to the issues on which their support is needed, (2) prepared public education materials that describe the impact of specific programs, and (3) held conferences and public forums to build consensus for implementing the plan.

Robert Nelkin
Director, Starting Points
Office of Child Development, University of Pittsburgh
2017 Cathedral of Learning
Pittsburgh, PA 15260
Phone: (412) 624-7986
E-mail: rnstpnt+@pitt.edu
Web-Site: www.pitt.edu/~ocdweb

Product	Cost	Ordering Information
Better Beginnings: A series of briefing letters on early childhood issues for policy makers from Starting Points, University of Pittsburgh, Office of Child Development. A series of briefing letters developed by the Pittsburgh Starting Points site. Titles include: The Building Blocks of Development, The Case for Family Support Centers, The Early Childhood Initiative, Family Support Centers Building Community and Supporting Family, and Promising Early Childhood Programs.	Free	Contact: Shawna Gunn Starting Points University of Pittsburgh Office of Child Development 2017 Cathedral of Learning Pittsburgh, PA 15260 (412) 624-1186 Also available at www.pitt.edu/~ocdweb
Building on Success: The Possibilities for Collaboration Among Community, Family, and Early Childhood Initiatives, by Julie DeSeyn written for Starting Points-Pittsburgh, May 1997.	Free	See above
Early Literacy Public Awareness Advertisements for Television, Radio, and Billboards, Starting Points and the Family Communication Inc. Actual advertisements and television/radio spots from the Reading is Power campaign.	Free	See above

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Product	Cost	Ordering Information
Early Literacy: Public Engagement and Awareness Campaign, by KRC Research for Starting Points-Pittsburgh, January 1999. Report on the results of a survey on the level of public engagement and awareness about early literacy. 70 pages in presentation format.	Free	See above
Evaluation of YouthPlaces: Report of Preliminary Findings, Lauren Kotloff and Nina Chernoff, Public/Private Ventures, May 1999. Report on YouthPlaces, an initiative designed to provide at-risk youth aged 12-18 with quality after-school programs in their neighborhoods. The program is built on a collaboration among agencies and neighborhood-residents and is committed to involving teens and young adults in planning.	Free	See above
From Community-Based to Community-Staffed: The Experiences of Three Allegheny County Family Centers in Community Hiring, by Charles Bruner, Starting Points, Office of Child Development, University of Pittsburgh. Twenty-one page report on three family centers opened in 1994-95 in Allegheny county. The report explores the experience of the three centers in hiring almost exclusively neighborhood residents as staff.	Free	See above
Investing in Family Centers: Opportunities for Positive Returns for Allegheny County, Charles Bruner, Child and Family Policy Center with Maria Townsend, Office of Child Development, University of Pittsburgh.	Free	See above
A Photo Essay of Parents and Children by Starting Points: 20 Everyday Ways to Advance Reading Skills of Very Young Children, 1999. This 8-page color product, used by Starting Points as a magazine advertising insert for their Reading is Power campaign, lists 20 tips for introducing reading skills to young children. A photo accompanies each tip.	Free	See above

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Product	Cost	Ordering Information
Potential Returns on Investment from a Comprehensive Family Center Approach in High-Risk Allegheny County Neighborhoods, Charles Bruner, Stephen Scott and Martha Wade Steketee, Child and Family Policy Center, Feb. 1996. Background paper on the savings that Allegheny County could achieve by preventing poor outcomes in 52 high-risk neighborhoods. The paper highlights the returns to investment the county would receive from investment in family centers.	Free	See above
Reading is Power: A Survey of Allegheny County Parents: What They Know and Do to Promote Early Literacy in Their Youngest Children, University of Pittsburgh, Starting Points Special Report, 1998-1999. Eight-page product summarizing the information from a survey on the level of public engagement and awareness about early literacy.	Free	See above
Starting Points: A National Effort to Brief Policy Makers about Important Research and to Engage the Public to Improve the Lives of Young Children, University of Pittsburgh, Office of Child Development. A notebook of reports, documents, evaluations, and media relating to Pittsburgh's Starting Points project.	Free	See above
Starting Points: On Children's Health Insurance, University of Pittsburgh, Office of Child Development. A briefing letter for legislators on the importance of children's health insurance and the legislative steps that should be taken.	Free	See above
Starting Points: On Early Literacy, University of Pittsburgh, Office of Child Development. A briefing letter for legislators on the importance of early childhood literacy and the legislative steps that should be taken.	Free	See above

Rhode Island

Rhode Island is a good laboratory for testing innovative strategies for meeting the needs of young children. Rhode Island Starting Points is a partnership of the Governor's Office, the Rhode Island Departments of Human Services, Elementary and Secondary Education, and Health, the United Way of Southeastern New England, The Rhode Island Foundation, and Rhode Island KIDS COUNT. Rhode Island KIDS COUNT, a statewide children's policy and advocacy organization, serves as project manager.

A major emphasis of Rhode Island's Starting Points' current work is monitoring the major investments the state is making in young children and their families. Rhode Island's welfare reform law, the Family Independence Program, retains an entitlement to cash assistance for children. The state has also increased eligibility for health insurance coverage to children up to 250 percent of the poverty line and parents up to 185 percent of the poverty line. In February 1998, Governor Almond and state legislative leaders launched an effort to expand and enhance the state's child care system so that it better meets the needs of low- and moderate-income families. The Starting Right law, which passed during the 1998 session, has dramatically increased the involvement in child care, is increasing the number of low income children served by Head Start and comprehensive child care programs, and provides professional development and training to improve the quality of child care. The Starting Right law also expands the child care entitlement to serve families up to 250 percent of poverty, and will enable the state Departments of Human Services and Health to establish better linkages among child care, child health, and family support services.

Rhode Island Starting Points continues its public education efforts in order to build public support and to help leverage additional public and private sector financing to meet the needs of young children. Rhode Island KIDS COUNT, is taking the lead in developing and implementing statewide public engagement strategies. Rhode Island KIDS COUNT's annual *Factbook* and quarterly issue briefs include special sections on young children's needs—and its monthly cable television show regularly highlights the needs of young children. In December 1999, Rhode Island KIDS COUNT released its first Special Report: *Building an Early Care and Education System in Rhode Island*. Their release of the report attracted extensive print and broadcast media coverage. Rhode Island KIDS COUNT is holding several meetings for policymakers and business and community leaders to highlight the Starting Points goals and the critical importance of the early years.

Past public engagement efforts have included a month of local television news segments on the importance of the earliest years, a statewide conference on the latest research in brain development, and a live satellite telecast of the White House Child Care Conference engaged the interest of the business community.

Rhode Island Starting Points also established Starting Points early childhood programming in nine school-linked Child Opportunity Zone Family Centers. The centers offer comprehensive services, including health screening and treatment, classes on infant and child care, parenting education, and parent/child literacy programs. To address the high-priority needs of these communities, the project has developed guidelines to help parents choose child care, as well as information on child health and parent education for use by volunteer home visitors participating in neighborhood-based outreach programs. It also established lead poisoning treatment sites in two Starting Points communities where the rate of lead poisoning among young children is among the highest in the state.

Currently, Rhode Island is sustaining and refining the Starting Points work in the Child Opportunity Zone Family Centers. To assess their effectiveness in promoting the healthy development of young children and to improve the quality of the services they provide,

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the centers are undertaking a self-assessment process led by staff from the Rhode Island Department of Education. The state is also working to put in place a sustainable funding stream to support the work of the Child Opportunity Zone Family Centers.

Elizabeth Burke Bryant
Executive Director
Rhode Island KIDS COUNT
One Union Station
Providence, RI 02903
(401) 351-9400
fax: (401) 351-1758
E-mail: ebb@rikidscount.org

Starting Points Products	Cost	Ordering Information
Building An Early Care and Education System In Rhode Island, a Rhode Island KIDS COUNT Special Report, produced through Rhode Island Starting Points. This is the first comprehensive report on the affordability, accessibility, and quality of child care in Rhode Island, with sections on what every sector can do to improve the state's early care and education system.	First copy available free.	Contact: Wilsa Galarza Rhode Island KIDS COUNT One Union Station Providence, RI 02903 Phone: (401) 351-9400 Fax (401) 351-1758
Starting Points for Rhode Island's Youngest Children, Carnegie Starting Points: Recommendations in Brief, January 1999. A two-page summary, in issue brief format, of the national Starting Points Report.	Free	See above
Three Issue Briefs on issues affecting the well-being of young children, published by Rhode Island KIDS COUNT through the Rhode Island Starting Points Initiative: ***Child Care in Rhode Island: Caring for Infants and Pre-School Children,*** Rhode Island KIDS COUNT Issue Brief No. 4, June 1999. ***Cost-Benefit of Early Childhood Programs,*** Rhode Island KIDS COUNT Issue Brief No. 5, December 1998 ***Issues Affecting the Well-Being of Rhode Island's Youngest Children,*** Rhode Island KIDS COUNT Issue Brief No. 6, December 1998.	Free	See above

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Department of Human Services Products	Cost	Ordering Information
Child Care Program Fact Sheet, Rhode Island Department of Human Services.	Free	Contact: Barbara Pettinato RI Department of Human Services 600 New London Avenue Building 57 Cranston, RI 02920 Phone: (401) 462-6832
Rhode Island Child Care Program, Power Point presentation, Department of Human Services. This Power Point presentation includes a description of funding for the RI Starting RIght initiative, as well as an analysis of children and child care providers in Rhode Island.	Free	See above
Starting Right...Rhode Island's Early Care and Education Initiative, 1998 Power Point presentation. This presentation provides an overview of the Starting Right initiative. It highlights the partnerships, goals and vision, and funding sources of the project.	Free	See above
Starting Right...Rhode Island's Early Care and Education Initiative, 1999. This three page document is a summary of the RI Starting Right initiatives to improve the affordability, access and quality of early childhood education.	Free	See above

Department of Health Products	Cost	Ordering Information
First They Must Be Immunized. Although Rhode Island has the highest rates of immunization in the country, one in ten Rhode Island children has not been fully immunized. The Department of Health designed an integrated public health media campaign targeted to parents and caretakers of young children with a goal of increasing immunization rates. The campaign includes a television commercial, bus shelters, posters, and brochures. The campaign reaches out to diverse ethnic groups by using images of young children from the various ethnic backgrounds. All materials were produced in English and Spanish.	First copy is available free.	Contact: Laurie Petrone Rhode Island Department of Health Three Capitol Hill, Room 302 Providence, RI 02908 Phone: (401) 222-5985 Email: lauriep@doh.state.ri.us
Lead Poisoning: Danger in Every Corner. In Rhode Island, one in eleven young children is lead poisoned. The Rhode Island Department of Health developed a public health media campaign with a goal of preventing lead poisoning. The campaign targets parents and caretakers of young children and includes television and radio commercials, a bus card, posters and brochures. All materials were produced in English and Spanish.	First copy is available free.	See above

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San Francisco

San Francisco's Starting Points project, based in the office of Mayor Willie Brown, established the Early Childhood Interagency Council to implement the Starting Points recommendations. The council is a permanent leadership body that coordinates planning, financing, training, and public education efforts to meet the needs of young children and their families. Representatives from city agencies and community-based programs, parents, and leaders from business and philanthropy serve on the council. The mission of the council is to improve the lives of young children and their families in San Francisco through:

- A more comprehensive and coordinated service delivery system to provide improved services for young children and their families;
- Improved planning to meet young children's needs now and in the future; and
- Increased public and private funding for services for young children.

The goal of the San Francisco Starting Points Initiative is to ensure that all San Francisco children enter school ready to learn. The members of the ECIC believe that getting children ready to learn will require addressing a wide range of early childhood issues including child care, health and mental health, child welfare and family economics. Starting Points activities include:

- **Building collaborations** among San Francisco's extensive and fragmented early childhood community to better support young children and their families;
- Increasing the **availability of child care**;
- Increasing the **quality of child care**;
- Increasing **access to mental health services**;
- Conducting **fiscal analyses** of programs and services for young children;
- Developing **program and policy recommendations** to support improved services for young children;
- Supporting **direct service** strategies that most effectively meet the needs of young children and their families; and
- Participating in other **local planning initiatives** to improve services for young children.

The council has become a catalyst for policy reform and program improvement and has had an impact on city planning projects, including the city's welfare reform plan as it relates to young children. The council's report on child care, prepared by Starting Points project staff members for the Mayor's Welfare Reform Task Force, was instrumental in adding $2 million to the city's budget to improve and expand child care for low- and moderate-income families.

The project continues to focus on child care issues and a wide range of other issues. Starting Points has worked closely with the Board of Supervisors and local private organizations to establish a child care facilities fund that provides loans and grants for program and facilities improvements in family and center-based child care settings, to develop fiscal and program strategies to strengthen the city's Head Start programs, and to organize a more user-friendly system for families to identify and make use of child care services. Policy briefs will be published, including an assessment of the mental health needs of young children and information on resources available to them. To assist the mayor and the San Francisco Board of Supervisors in making future budget allocations, the project has undertaken a comprehensive children's budget that inventories the city's expenditures on children, youth, and family services.

The Early Childhood Interagency Council has proved a useful mechanism for policy planning and development and is a model with potential for use in other communities. Project staff have described its work at annual conferences of national organizations

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such as the National League of Cities and the Children's Defense Fund. They have also responded to requests for information from Chicago, Santa Clara County (CA) and Berkeley, among other communities interested in replicating its efforts.

The San Francisco Foundation Community Initiatives Fund serves as the fiscal agent for the Corporation's grant. San Francisco's philanthropic community has been substantially involved in the project and several foundations, including the Miriam and Peter Haas Fund, the S. H. Cowell Foundation, and the San Francisco Foundation, have joined the mayor's office in committing matching funds of more than $500,000 for the initiative.

Carol S. Stevenson
Project Director
San Francisco Starting Points Initiative
Mayor's Office of Children, Youth, and their Families
1390 Market Street, #910
San Francisco, CA 94102
Phone: (415) 554-8429
E-mail: carol@mocyf.org

Product	Cost	Ordering Information
First Steps: Children 0-5 in San Francisco, April 2000. A data report on the status of San Francisco's young children.	$10.00 plus $4.00 shipping and handling	Contact: Starting Points Initiative Department of Children, Youth and Their Families 1390 Market Street, Suite 900 San Francisco, CA 94102 Phone: (415) 554-8429 www.dcyf.org
Investing in Our Future: Opportunities and Challenges, The Family and Children's Budget, City and County of San Francisco, FY 1997-1998, San Francisco Starting Points Initiative & Mayor's Office of Children, Youth and Their Families, October 1998. Report analyzing the city's FY97-98 investments in children, youth, and family program. The report evaluates how and on whom the funds are spent in addition to the total amount funded. The executive summary is also available.	Free	See above
Landscapes on the following San Francisco Services: Children's Mental Health Consultation in Child Care Settings; Family Support Programs; Home Visiting Programs; the System of Care for Mental Health Services 0-5s; and Early Childhood Planning and Legislation. San Francisco Starting Points Initiative & Mayor's Office of Children, Youth and Their Families. Summary of San Francisco services.	Free	See above
The San Francisco Child Care Facilities Fund (CCFF): Increasing Quality Child Care for San Francisco's Families, Low Income Housing Fund. Four-page pamphlet on the San Francisco CCFF.	Free	See above

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Vermont

Over the past six years, Governor Howard Dean and the state legislature have expanded funding for early childhood education and prevention programs while simultaneously managing to close a substantial budget gap. Recently, Governor Dean introduced legislation to guarantee all children access to health care coverage. He has also convened a task force to develop policy recommendations on how Vermont can ensure that all children enter school healthy and ready to learn. The state's policy changes may be starting to show results: since 1995, Vermont's rates of child abuse and neglect, adolescent pregnancy, and foster care placement have fallen dramatically.

Vermont has begun to implement a statewide strategic plan aimed at creating a high-quality system of early childhood supports for all young children. A public-private partnership team consisting of the Vermont Community Foundation, the governor's office, key executive agency leaders, and representatives of regional early childhood action councils is carrying out the plan. The team is developing core performance standards for all early childhood programs, setting progress benchmarks, developing financial plans to allocate resources based on performance, and coordinating technical assistance and staff training to improve quality. Twelve regional Starting Points councils help coordinate child care, parenting education, home visiting, and preventive health care programs in high-need communities across the state. In the future, the councils' responsibilities will increase as the state decentralizes decision making in an effort to build local capacity. Councils will oversee the expenditure of a pool of public and private grant funds and will, in conjunction with a state agency team, design the technical assistance needed to strengthen early childhood programs.

The Child Care Fund of Vermont, established in 1996 to build philanthropic and private sector investments in high-quality child care, will mount a public education campaign, linked to the national *I Am Your Child* initiative supported by the Corporation. The fund will produce publications on the new findings on young children's brain development and will disseminate them to Vermont business leaders. It will also make small grants to expand the number of child care centers receiving professional accreditation and to implement a new career development system that is designed to reduce staff turnover. In collaboration with *Vermont Business Magazine*, the fund will establish an awards program to recognize small and medium-sized firms that have developed family-friendly employee assistance and benefits policies. A report will be disseminated to employers to promote these policies.

Vermont's Starting Points project is jointly managed by the Vermont Agency of Human Services and the Vermont Community Foundation, which serves as the fiscal agent. The Child Care Fund of Vermont is overseen by the Community Foundation. Matching funds are provided by both organizations.

Cheryl Mitchell
Deputy Secretary
Agency of Human Services/Education
State of Vermont
103 South Main Street
Waterbury, VT 05671-0204
Phone: (802) 241-2220
cherylmi@wpgate1.ahs.state.vt.us
www.ahs.state.vt.us

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Product	Cost	Ordering Information
The ABC's of Safe & Healthy Child Care Center for Disease Control's new on-line handbook for child care providers.	Free	Download at: www.cdc.gov/ncidod/hip/abc/abc.htm
Home Visiting: A Vermont Approach to Working with Young Children and Their Families, Home Visiting Core Standards Committee, Summer 1999. This booklet describes the many Vermont programs offering Home Visits, including Head Start, Even Start, New Horizons, Literacy Programs, Success By Six, Home Health Agencies, the Rural Education Program. Home visiting provides a unique opportunity for parents, families and support persons to work together in a comfortable environment.	Free	Contact: Parents Assistance Line Phone: 1-800-PARENTS (1-800-727-3687) Download at: www.ahs.state.vt.us/publs.htm
Kindergarten Readiness Results of 1997 School Readiness Survey, April 1998. See how kindergarten teachers in the community answered this question: Of the total number of children in your class(es) this year, how many were ready to participate successfully as active learners at the beginning of the school year?	Free	Contact: SheilaL@wpgate1.ahs.state.vt.us Phone: (802) 241-2227 Download at: www.ahs.state.vt.us/publs.htm
Vermont Parent Child Center Report, January 1999. This report provides a short descriptive overview of Vermont's Parent Child Centers: their statewide development, the services that they provide, their role in the whole early childhood system of resources, supports, and services, their funding sources, and the policy, organizational, and financial challenges that they face.	Free	See above
Vermont's "Success by Six" Community Projects-Welcome Baby Visits in Vermont: Promising Practices, June 1999. Descriptions of the Welcome Baby Visits programs in several Vermont communities.	Free	See above
Vermont's "Success by Six" Initiative: A Report Presented to the Vermont General Assembly, February 1999. This report summarizes Vermont's comprehensive early childhood ("Success by Six") initiative. It includes concrete data on the results so far for children and families and presents financial data specifically on "Success by Six" community projects.	Free	See above

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West Virginia

West Virginia has developed a solid track record on early childhood issues over the past decade. Its Governor's Cabinet on Children and Families, one of the first in the nation, is transforming fragmented, categorical approaches to meeting the needs of families into an integrated system that responds flexibly to specific community priorities. In 1991, the Cabinet established Family Resource Networks as the primary local bodies for planning, coordination, and improvement of comprehensive health, education, and social services. The Family Resource Networks, staffed by professionals and volunteers, now operate in all of West Virginia's fifty-five counties.

West Virginia's Family Resource Networks have created Starting Points Centers in nineteen communities to strengthen the networks' capacity to address the needs of families with young children. The centers offer comprehensive services, including health screening and care, parent and preschool education, home-visiting outreach programs and linkage to other services. Many of the centers are located in the state's poorest counties, where they provide an important source of support for parents moving from welfare to work. In July 1997, West Virginia's Starting Points Centers received a National Governors' Association award for innovation.

The project has developed a public education strategy to engage business and media leaders and policymakers in advancing the Starting Points goals. A statewide conference on brain development held in fall 1997 attracted wide interest among these groups and the public. The project has also produced reports, including guides to help raise the quality of early childhood programs, for parents and practitioners.

West Virginia is focusing on increasing state and local capacity to plan, coordinate, and improve services for young children and their families through the Starting Points Centers. Governor Cecil Underwood, who assumed office in 1997, has developed plans to establish Starting Points Centers in every county in the state. With strong support from the Governor, the First Lady, and children's advocates, the Cabinet is organizing financing strategies to sustain and expand the centers.

To strengthen the quality of services they provide, the centers engage in a self-assessment and peer review process and use standardized statewide performance measures to assess their effectiveness in assisting young children and their families. The Starting Points project supplies technical assistance to the centers and offers training sessions twice a year and regional meetings quarterly to strengthen networking among the centers.

To secure long-term support for the centers, the project is strengthening its ties to legislative leaders and children's advocacy groups. The project has developed a group of "business champions," in partnership with the state chamber of commerce, to build support for early childhood related issues, such as encouraging employers to adopt family-friendly policies in the workplace. The project is contracting with the Coalition for West Virginia's Children to develop public education and engagement strategies to inform policymakers, the media, and the public about the importance of the earliest years of life.

Matching funds are provided by through state and federal government sources.

Barbara Gebhard
West Virginia Governor's Cabinet on Children and Families
1900 Kanawha Blvd, East
Building 5, Room 218
Charleston, WV 25305
Phone: (304) 558-1954
E-mail: bgebhard@wvnvm.wvnet.edu
Web-Site: www.citynet.net/wvfamilies/

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Product	Cost	Ordering Information
2000 Exemplary Programs for Young Children and Their Families. This booklet highlights early care and education programs in West Virginia selected for the quality of the services they provide for young children and their families.	$15.00 #QE008	Contact: WV Governor's Cabinet on Children and Families Building, 5, Room 218 1900 Kanawha Blvd. East Charleston, WV 25305 Phone: (304) 523-6162 All orders must be prepaid by check or money order. Please allow 3 to 4 weeks for delivery for orders totaling 100 or more. Please call for a quote on shipping costs or you may include a FedEx number with your order.
A Starting Point for West Virginia. This video showcases the Starting Points Family Resource Centers. These centers work to integrate services for young children and their families in a community setting.	$15.00 #GC004	See above
Caring for Our Future: The Educare Initiative, expected Summer 2000. This video and discussion guide describe Educare's goals of promoting the social, emotional, physical, and intellectual skills of young children. West Virginia Educare was recommended by the Study Commission on Services for Young Children due to the initiative's potential to improve the chances of success for children all through life.	$20.00 #QE004	See above
Child Care as Worthy Work. Child care providers play a critical role in the development of a young child. This video spends a day in the life of a family child care provider and a child care center provider, emphasizing the importance of professional skills in early care and education.	$15.00 #PE004	See above
Choosing a Quality Child Care Center. This video breaks down the confusing process of choosing a child care provider by discussing each step of the process and outlining the criteria for a quality child care environment.	$15.00 #PE002	See above

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Product	Cost	Ordering Information
Choosing Quality Family Child Care. This video assists parents who prefer to place their child in a family child care environment in making an educated decision about their provider. Finding an environment that is safe, stimulating, and loving is emphasized. Parents are encouraged to make choices based on the child's overall well-being and development.	$15.00 #PE003	See above
Essential Elements of Quality for Early Care and Education Programs. This self-assessment book guides early care and education programs through the process of evaluating their quality of services and developing a plan for improvement. Essential Elements of Quality for Early Care and Education Programs. This self-assessment book guides early care and education programs through the process of evaluating their quality of services and developing a plan for improvement.	$15.00 #QE005	See above
Essential Elements of Quality for Early Care and Education Programs. This video provides a visual description of the elements of quality care in early childhood programs, as well as a segment explaining how to use the Essential Elements of Quality for Early Care and Education Programs self-assessment tool.	$15.00 #QE006	See above
Family Friendly Employers Recognition Process/Application. A statewide recognition process is being developed by the West Virginia Chamber of Commerce in conjunction with the Wellness Council of West Virginia and the Governor's Cabinet on Children and Families to honor businesses who use family friendly management strategies.	$2.00 #FF001	See above
Family Friendly Practices for WV Businesses. This booklet emphasizes the need for businesses to adopt policies that help families balance work and family. Family friendly businesses demonstrate higher morale, less turnover, lower training costs, and other benefits. Minimal cost strategies for companies are emphasized.	$2.00 #FF002	See above

Product	Cost	Ordering Information
Family Matters are Business Matters. A collection of either overhead transparencies or Power Point graphics is included in this package, which makes talking about family friendly policies easy. An illustrated script and "Tips for Presenters " brochure are included.	$30.00 each	See above
Finding Child Care: A Child Care Workbook. This easy-to-follow workbook highlights questions parents need to ask and offers assistance with evaluating child care environments.	$5.00 #PE007	See above
Governor's Cabinet on Children and Families Early Childhood Initiatives. The priorities of the Cabinet are outlined in this brochure, which describes its early childhood initiatives.	$2.00 #GC001	See above
Growing Points Growth Chart. This colorful chart lets parents help children measure how much they grow. The chart aids parents in evaluating their child's physical and developmental growth through a series of tips printed along the borders.	$6.00 #PE008	See above
Guide to Early Childhood Collaboration in West Virginia, expected, Summer 2000. This how-to guide on collaboration profiles successful early care and education programs and collaborative partnerships.	$10.00 #QE003	See above
Head Start in West Virginia. This brochure describes the positive impact the Head Start program has had since 1965 and emphasizes the importance of this program to West Virginia. A map of program locations is included with a list of the contact information around the state.	$2.00 #GC002	See above

Product	Cost	Ordering Information
Healthy Child Care West Virginia. This fact sheet explains the benefits of becoming a Child Care Health Consultant as part of the Healthy Child Care West Virginia initiative. These consultants provide assistance to improve the health and safety of children in out-of-home early care and education programs.	$2.00 #HC001	See above
Healthy Child Care West Virginia. This plan contains information about the Healthy Child Care West Virginia initiative at the state level and outlines the process for encouraging health care professionals to volunteer as Child Care Health Consultants. An enrollment form and contact information are provided.	$2.00 #HC002	See above
I Am Your Child brochure. West Virginia is an active partner in the national I Am Your Child campaign to make early childhood development a top priority. This brochure highlights the national and statewide aspects of the campaign and the importance of brain development in young children. A description of how communities can participate in the effort is included.	$2.00 #BD001	See above
I Am Your Child Toolkits. Covering a wide variety of topics, these toolkits introduce fun and interesting ways to stimulate brain development in young children along with ways to support the I Am Your Child campaign in your neighborhood. Choose some of these great activities and ideas for promoting brain development in the community from the following list. 1. **Volunteering** 2. **Early School Readiness** 3. **Learning From Play/Brain Under Construction** 4. **Quality Child Care** 5. **Community Partnerships for Children** 6. **Toys are Tools for Learning** 7. **Family Friendly Life/Work Management** 8. **Child Care as Worthy Work** 9. **Welfare Reform and Young Children** 10. **Fatherhood** 11. **Early Violence Prevention** 12. **Parent Care** 13. **Infant Visual Stimulation** 14. **Shaken Baby Syndrome** 15. **Infant Auditory Stimulation**	$5.00 each #BD002-1 to 15 $70.00 for the whole set #BD003-16	See above Please designate which toolkit(s) you want when placing order.

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Product	Cost	Ordering Information
Infant Visual Stimulation Cards. These cards help parents understand how a baby's sight develops and present ideas on how to stimulate a child visually through information and tips provided on the reverse side. They emphasize the importance of children's sight in helping them learn, which is important in brain development.	$2.00 #PE009	See above
Introduction to Family Friendly/Ten Tips for Working Families. This handy guide to embracing family friendly policies in the workplace doubles as a poster that gives employees 10 Tips for Working Families. The guide covers crucial aspects of helping an employer attend to the needs and concerns of employees with families by discussing what "family friendly" means, costs involved, investment strategies, and facts about the benefits of creating a family friendly workplace.	$4.00 #FF004	See above
Is Five Too Late? What West Virginians Think About Preschool Programs. This report was the result of statewide public forums on early education sponsored by the West Virginia Study Commission on Services for Young Children in October, 1998. The responses helped provide the framework for the development of the Educare initiative.	$2.00 #QE001	See above
Issue Brief on Early Learning. This in-depth 1997 report focuses on West Virginia's early childhood programs, support available to families with young children, and the implications of the brain development research on public policy. The report also outlines Governor Cecil H. Underwood's five policy goals for young children and their families.	Full report $8.00 #BD004 Exec. Summary $5.00 #BD005	See above
Journey to the Future: The Apprenticeship for Child Development Specialists Program. This video describes West Virginia's Apprenticeship for Child Development Specialists program. This collaborative project gives early child care and education providers an opportunity to improve their skills through a two-year apprenticeship program recognized by the U.S. Department of Labor.	$15.00 #PD005	See above

Product	Cost	Ordering Information
Parent Concerns About Child Care. Parents have a number of questions regarding their child's care and safety when entering a child care environment. This video addresses the concerns parents have about child care and advises them on how to make safe choices for their family and maintain the bond between parent and child.	$15.00 #PE001	See above
Performance Measures for Starting Points Family Resource Centers. The Starting Points performance measures capture quantitative data as a means of measuring how well Starting Points Centers are coordinating and delivering the required core services and other services. These performance measures represent one evaluation method to measure the impact of Starting Points Centers on the community.	$2.00 #GC007	See above
Policy and Funding Recommendations for West Virginia Educare. This proposal by the West Virginia Study Commission on Services for Young Children reviews possible guidelines for Educare, including eligibility, program requirements, facilities requirements, administration and finance.	Full report $5.00 QE002-1 Exec summary $2.00 QE002-2	See above
Professional Development. This brochure describes the goals of the West Virginia Early Care and Education Professional Development System. Information is provided about the programs and services available to ensure providers are trained as part of an ongoing professional development effort.	$2.00 #PD001	See above
Professional Development Core Competencies. To provide a common starting point for effective and appropriate training opportunities, thirteen areas of core competencies have been identified, which reflect developmentally appropriate, family-centered, and child-centered practices and form the basis of the professional development system. The purpose of the core competencies is to provide a blueprint for individual professional growth, as well as guidelines for training and education programs that will meet the needs of professionals in the field.	$2.00 #PD004	See above

Product	Cost	Ordering Information
Professional Development Fact Sheet and Career Pathway. Based on the core competencies, the career pathway reflects and recognizes educational accomplishments and experience of all early care and education professionals from entry level to an advanced degree. The career pathway provides a framework to encourage higher levels of skills, credentials, and wages.	$2.00 #PD003	See above
Quality Child Care Public Service Announcements. These three 30 second television and three 30 second radio public service announcements are included on one videotape. The announcements focus on the importance of quality child care programs and childcare as worthy work.	$8.00 #PE005	See above
Quality Indicators for Starting Points Centers. The Quality Indicators describe the fundamental components necessary to ensure continuity and quality across all Starting Points Family Resource Centers. Using the Quality Indicators tool, centers assess how well they are doing and develop and implement a continuous improvement plan. The process consists of an annual self-assessment review and a bi-annual peer review.	$10.00 #GC008	See above
Quality Programs for Young Children. This brochure for parents and professionals outlines the Essential Elements of Quality for Early Care and Education Programs.	$2.00 #QE007	See above
Set of four parent education videos (Child Care as Worthy Work, Choosing a Quality Child Care Center, Choosing Quality Family Child Care, Parent Concerns About Child Care) and the three Quality Child Care Public Service Announcements. See descriptions above.	$60.00 #PE006	See above
Starting Points Family Resource Centers. This brochure discusses how the Starting Points Centers operate to encourage the development of integrated service systems for young children and their families.	$2.00 #GC005	See above

Product	Cost	Ordering Information
Starting Points Family Resource Centers. Highlighting how the Starting Points Centers combine resources and connect families fact young children with the services they need, this sheet provides contact information for those who want to learn more.	$2.00 #GC006	See above
Ten Tips for Working Families. This brochure lists 10 ideas for keeping home, work, school, and child care responsibilities operating smoothly. It comes in the perfect size for posting in a cubicle or employee work station. The Family Matters help line, 1-888-WVFAMILY, is included to direct families to the services they need for a happy, healthy family life.	$2.00 #FF005	See above
Welcome Wagon Kit. Designed for new employees, the Welcome Wagon Kit includes a Growing Points Growth Chart, a Ten Tips for Working Families brochure, and the Finding Child Care: Child Care Workbook. These items can help employees settle in to their new neighborhood with a focus on the needs of their family. This package also connects families with the Family Matters help line, 1-888-WVFAMILY, a resource for finding the services they need. Local agencies and employers are encouraged to add family-related materials to the packets before giving them to the employees.	$15.00 #FF008	See above
West Virginia Early Care and Education Professional Development System. The West Virginia Early Care and Education Professional Development System is a comprehensive continuum of specialized training and career mobility for all early care and education practitioners. The system is grounded in a core body of child-related knowledge and includes fact sheet, career pathway, core competencies, and related forms.	$20.00 #PD002	See above
Work/Family Newsletter Articles. This set of four articles for employee newsletters and covers family time together, after school care, choosing child care, and dealing with your child's illness. Coordinating artwork is included with these family friendly articles.	$5.00 #FF006	See above

Product	Cost	Ordering Information
Work/Life Strategies for Employers, expected Summer 2000 (book). An in-depth guide for employers to help implement work/life strategies that improve employee performance and the bottom line. It includes helpful tools such as an employee assessment, evaluation, and a list of 55 family friendly ideas.	$10.00 #FF007	See above

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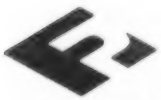
Starting Points

This Catalogue was created as part of **Carnegie Corporation of New York's Starting Points State and Community Partnerships for Young Children**. Starting Points was established to plan and implement the reforms described in the Corporation's task force report, *Starting Points: Meeting the Needs of Our Youngest Children*. The four goals of the initiative are promoting responsible parenthood, ensuring high quality child care, providing children with good health and protection, and mobilizing the public to support young children and families. Starting Points sites are Baltimore, Boston, Pittsburgh, San Francisco, Colorado, Florida, Hawaii, North Carolina, Rhode Island, Vermont and West Virginia. National partners include The Finance Project **(www.financeproject.org)**, Columbia University School of Public Health **(www.columbia.edu)**, the National Center for Children in Poverty **(www.nccp.org)**, and the Families and Work Institute **(www.familiesandwork.org)**. More information about Carnegie Corporation can be found at www.carnegie.org.

The Finance Project

The Finance Project is a non-profit policy research, technical assistance and information organization that was created to help improve outcomes for children, families and communities nationwide. Its mission is to support decisionmaking that produces and sustains good results for children, families and communities by developing and disseminating information, knowledge, tools and technical assistance for improved policies, programs and financing strategies. Since its inception in 1994, The Finance Project has become an unparalleled resource on issues and strategies related to the financing of education and other supports and services for children, families and community development. For more information, visit TFP's website at **www.financeproject.org**



The **FINANCE** PROJECT

1000 Vermont Avenue, NW
Washington, DC 20005
(202) 628-4200 phone
(202) 628-4205 fax
www.financeproject.org

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